



B.TECH. DEGREE EXAMINATIONS: APRIL 2015

(Regulation 2009)

Eighth Semester

FASHION TECHNOLOGY

FTY220: Apparel Brand Management

Time: Three Hours

Maximum Marks: 100

Answer all the Questions:-

PART A (10 x 1 = 10 Marks)

1. Which of the following is not related to branding _____
 - a) Name
 - b) Tagline
 - c) Symbol
 - d) Season
2. Factor which influence the product positioning is
 - a) Price
 - b) Registration
 - c) Quality
 - d) Quantity
3. Brand extension is _____
 - a) Extending the product service
 - b) Introducing new product in the same brand name
 - c) Extending the same brand for a long time
 - d) Introducing product in new territory
4. Factor contributing to brand equity
 - a) Brand Awareness
 - b) Brand Loyalty
 - c) Brand Associations
 - d) Brand Registration
5. What's the difference between brand image and brand identity?
 - a) Company wants to represent is brand identity and customer's perception is brand image
 - b) Company wants to represent is brand image and customer's perception is brand identity
 - c) Customer's perception is brand identity and brand image
 - d) Company wants to represent is brand identity and brand image
6. Co-Branding in apparel refers to _____
 - a) Combining of two garment
 - b) Launching a new brand in the same market
 - c) Coordination of a brand with market
 - d) Combining of two brands

7. Relationship between branding and advertising is _____
- a) Branding is a part of advertisement b) Advertisement is not related to branding
 c) Advertisement is a part of branding d) Calculate product cost
8. The main purpose of advertising is _____
- a) Increase Product cost b) Improve brand identity
 c) Improve market demand d) Reduce product cost
9. Brand promise means _____
- a) Assurance by retailer that brand will capture high market share b) Assurance by retailer that brand will fulfill all stated features
 c) Assurance by manufacturer that brand will capture high market share d) Assurance by manufacturer that brand will fulfill all stated features
10. The suitable media for advertising a International brand is
- a) Television b) Pamphlets
 c) Newspaper d) Posters

PART B (10 x 2 = 20 Marks)

11. State the types branding concepts.
12. Define 'Intellectual Property Rights'.
13. What do you mean by brand extension?
14. Bring out the impact of technology in branding.
15. Enlist various methodologies adopted in promoting a global brand.
16. What are the important factors to be taken into consideration before product adaptation for International marketing?
17. What do you mean by Franchise Branding?
18. List out different advertisement strategies.
19. Mention the ethics that are to be adhered while implementing an advertisement plan.
20. What are the functions of Headline in an advertisement message?

PART C (5 x 14 = 70 Marks)

21. a) Explain the need for branding in the current consumer market scenario.

(OR)

- b) Elaborate on the basic steps involved in creating a Brand.

22. a) Enumerate on the Corporate and Retail branding concepts.

(OR)

b) Elaborate on the advantages and disadvantages apparel brand extension.

23. a) Discuss on Co-branding and Licensed branding concepts for international market.

(OR)

b) Elaborate on the factors that to be considered in branding a new product in global market.

24. a) Explain about the advertisement strategy for an apparel product.

(OR)

b) Discusses on the relationship between advertising expenditures and its impact on product promotion?

25. a) Elaborate on the factors that are considered in the selection of a advertisement media for a apparel product.

(OR)

b) Explain with examples on the various types of advertising media and their effectiveness.
